

THE NEW JERSEY CULTURAL TRUST 2003 ANNUAL REPORT



ENSURING NEW JERSEY'S CULTURAL LEGACY





*The mission
of the Cultural Trust
is to ensure
a stable and healthy
cultural industry
in New Jersey
that is sustainable
under fluctuating
economic conditions.*

*The Trust Fund is a permanent,
interest-generating fund
that serves as an
additional source of revenue
to nonprofit arts, history, and
humanities organizations
for specific purposes
that are crucial to ensuring
fiscal and operational health,
stability and durability.*



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Photo courtesy of Mid-Atlantic Center for the Arts



Photo courtesy of Haddonfield Symphony



Photo courtesy of Historic Cold Spring Village

GOVERNOR'S MESSAGE

We are fortunate in New Jersey to enjoy a great diversity of nonprofit arts, history and humanities organizations that are hard at work improving our lives and building our communities. They tell the moving story of New Jersey's past and inspire a vision of all we can be as a people, as a State and a Nation. From the American Revolution to the American stage, they help give our children a sound education, celebrate our rich cultural diversity, revitalize our cities, attract tourism and support our economy. They show us who we are and give us pride in our history and accomplishments.

Together the nonprofit arts and history organizations of our State contribute over \$1.5 billion annually to our economic activity and employ thousands of New Jerseyans from all walks of life. Business and industry weigh the cultural offerings of a region heavily when choosing where to locate and grow. That's why the work of The New Jersey Cultural Trust – to ensure the vitality of the arts and history through stabilization and capitalization – is smart business.

As Governor, I wholeheartedly support The New Jersey Cultural Trust, and I am proud that New Jersey now has an annual, dedicated source of funding to support their work.

With its public/private partnership to help build financial stability, grow assets, secure the future and provide facilities worthy of their work and our citizens, The New Jersey Cultural Trust will ensure that New Jersey's cultural treasures will continue to flourish for generations to come.

I commend the Cultural Trust on its hard work and many accomplishments in its second year of operation, and I look forward to working with its members to help to encourage a broad base of support for our cultural industry. Together, we can ensure a sound future for citizens all over our great State.

With all good wishes,

James E. McGreevey
Governor of the State of New Jersey



SECRETARY OF STATE'S MESSAGE

Since taking office, I have been fortunate to be able to travel this great State and see first-hand the remarkable diversity, talent, and creativity of the 8 million people who call New Jersey home. As Secretary of State, I am also proud of the dedication and commitment exemplified by the agencies in my Department to serve the citizens of this great State.

The New Jersey Cultural Trust stands as a testament to an inclusive vision of a better New Jersey through financially healthy and stable arts, history and humanities organizations. The proverb says, "Give a man a fish and he eats today; teach him to fish and he eats for a lifetime." In New Jersey, through the Cultural Trust, we are realizing the wisdom of those words in safeguarding our culture through the greater self-sufficiency, durability and flexibility of institutions on which we rely to preserve our past, enliven our present and inspire our future.

The goals of the Cultural Trust are ambitious, but no less so than our aspirations to achieve the very best for our families, our communities and our future generations to come. I look to the coming year as an opportunity to advance our goals of a better quality of life and a better New Jersey through a stable cultural community through the Trust.

Sincerely,

Regena L. Thomas
Secretary of State



REPORT FROM THE CHAIR AND EXECUTIVE DIRECTOR

Following an exciting first year of operations, we entered our second year full of energy and enthusiasm and with confidence that The New Jersey Cultural Trust was positioned for success.

In our first year, we organized our Board and established our office, bringing to life the Cultural Trust Act. We initiated the qualification process and designated 45 organizations as "qualified." In that first year, we certified over \$25 million in private sector contributions to the endowments of eligible cultural organizations in the first round of applications. This confirmed our belief that the design of New Jersey's Cultural Trust actually worked and inspired an increased level of major private gifts over \$100,000.

We began FY03 with the next annual appropriation of \$10 million from the State to add to the growing Trust Fund. We approved an on-going process to qualify organizations and scheduled Round II and Round III deadlines for certifying donations. During the year, another 53 organizations proved eligibility as "qualified." Round II certification exceeded \$11.8 million and Round III, still pending Board approval, brought another \$2.9 million in gifts. The cumulative donations received directly into the Trust Fund OR the endowments of qualified organizations stands now at \$38.5 million.

This year, the Cultural Trust was confronted with its most serious challenge. With the State facing a \$5 billion dollar budget deficit, many difficult decisions had to be made, including the proposed elimination of grants and administrative funding for the New Jersey State Council on the Arts, the Historical Commission and the Cultural Trust. Throughout the spring we witnessed an unprecedented, broad-based and strategic effort to ensure continuation of all three agencies. The leaders and members of ArtPride NJ and the Advocates for New Jersey History worked tirelessly to communicate the importance and vitality of the agencies and the critical need for the resources they provide. Our thanks and heartfelt appreciation go to all those who participated in this remarkable effort.



Judi Dawkins



Barbara Fulton Moran

We are proud that through the leadership of the Governor and the Legislature, coupled with the support of the cultural community, a dedicated source of funding was established to ensure the continued vitality of the State's cultural organizations, now and in the future. For that we are extremely grateful.

So, now we enter the FY04 year with a critical appropriation, which allows the Trust Fund to exceed the \$20 million required threshold in contributed dollars that permits distributing the interest income. The distribution of the first grants is an important milestone in the life cycle of the Trust. After years in development, we can now begin to demonstrate how the Trust will, in a positive way, strengthen the financial underpinnings of the cultural industry in New Jersey and provide support for purposes currently not provided through other State agencies. We look forward to the inauguration of the grants program and strategic efforts to continue to build the Fund with State and private dollars to allow even greater investment in the future.

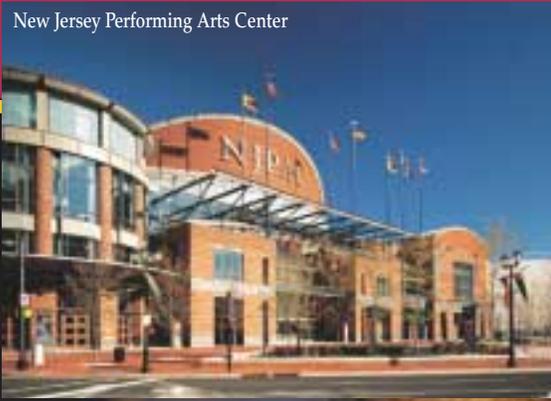
Our sincere thanks and appreciation go out to Governor McGreevey, Secretary Thomas, and the Legislature for their leadership and on-going support. And, special thanks to the hardworking Board and Staff of the Trust and, of course, to the remarkable cultural community of New Jersey we proudly serve.

With the continued support of the State, the Cultural Trust is a model public/private partnership designed to create a permanent source of support to stabilize the finances and operations, address capital needs, and build the endowments of New Jersey's cultural community.

Judi Dawkins
Chair – FY03

Barbara Fulton Moran
Executive Director

New Jersey Performing Arts Center



Bayshore Discovery Project



Appel Farm Arts and Music Center



Bayshore Discovery Project - A.J. Meerwald



Alice Paul Institute



New Jersey Performing Arts Center

BACKGROUND

Over the past two decades, researchers of the nonprofit cultural industry nationwide, a movement that had experienced tremendous growth and proliferation since the mid-1960's, examined a curious and disheartening phenomenon. Cultural institutions, even those with great longevity, large and broad-based support, high quality product, strong earned income, gifted professional staff, well-run operations, and well-connected Boards, suffered greatly and disproportionately in comparison to other industries at every down-turn of the economy, and every major shift or reduction in public and private funding policy. Upon serious examination of the field, consensus about the conditions that create such vulnerability emerged. Plainly put, the nonprofit cultural industry was woefully undercapitalized. It was asset poor, without adequate reserves or working capital, understaffed and generally facing enormous expense in meeting facility needs.

In New Jersey the need for increased and sustainable resources for the arts came forward through the 1995 Governor's Conference on the Arts – Arts In Focus III – and ultimately became one of the six fundamental goals of the Arts Plan New Jersey, adopted on March 23, 1998. However, in addition to expressing the need for more funding in general, Arts Plan called for establishment of a "permanent source of annual support for the arts to augment current sources" sufficient, among other things "to stabilize arts organizations." The New Jersey State Council on the Arts, the Department of State and the Task Force on New Jersey History took the vanguard positions in leading the inquiry and research into permanent funding mechanisms, both nationwide and in terms of what may be possible in New Jersey. This entailed numerous meetings among these constituencies, consultations with colleagues and experts across the country, and research into needs, aspirations and public benefits of the arts, history and humanities.

The "Report of the Task Force on New Jersey History," released in June, 1997 extensively details the financial needs of the history community. It would require as much as \$575 million in capital funds, endowment funds and increased, annualized operating funds in order to begin to achieve potential and extend its full benefits to the people of New Jersey.

Similar studies were undertaken in 1998 and 1999 for the arts community. The National Arts Stabilization, Inc. study of 67 of the largest New Jersey arts groups revealed the need for \$292 million in endowment funds, and another \$14 million in working capital. A companion study completed by the Eagleton Institute of all Arts Council grantee organizations substantiated

the need for \$202 million in capital funds and another \$35 million in annual operating funds.

Thus in aggregate, by the close of 1999, the need for as much as \$1 billion in funding was established in order to stabilize and capitalize organizations to safeguard their future, build organizational capacity to serve the public, and repair and build structures equal to the needs of the public.

Work began in January 2000 to design a New Jersey model for a cultural trust. Sponsors in both legislative houses introduced legislation on May 11, 2000 to create a New Jersey Cultural Trust that would seek over time to establish permanent investment funds as large as \$200,000,000. The legislation passed on June 20, 2000 without a single dissenting vote at any stage of the deliberation. On June 27, 2000 the FY2000/2001 budget was passed with the first State contribution to the Trust. On July 25, 2000 at the Trenton War Memorial, in front of more than 600 members of the New Jersey cultural community, the New Jersey Cultural Trust Act was signed into law.

Immediately following the signing, representatives of the Geraldine R. Dodge Foundation presented the first private contribution in the amount of \$1,000,000. In December 2000, the WJS Foundation contributed \$20,000 to the Fund. It was matched by appropriated State dollars. Subsequent State of New Jersey appropriations to the Trust account as well as to the required separate administrative accounts for staffing and operations were made for FY02 and FY03 and over \$37.4 million in donations to the endowments of qualified organizations were certified. At the close of FY03, \$647,952 in interest had been earned on the Fund which held \$19,640,00 in contributions from State and private sources.

Fund Purposes

From the interest earned by The New Jersey Cultural Trust Fund, grants will be provided to "qualified organizations" for the three purposes, each of which is defined in the Act:

- Building endowments
- Financing capital projects
- Improving organizational and financial stability

Qualified organizations are defined as "tax-exempt, non-profit organizations whose primary mission is to promote the performing, visual and creative arts in New Jersey or to promote and preserve history and humanities in New Jersey."

All colleges and universities and all units of State or local government, including all units, authorities or corporations they create are ineligible.



Appel Farm Arts and Music Center

Fund Goals and Mechanics

The New Jersey Cultural Trust is a public/private partnership that seeks to amass through equal contributions from each sector at least as much as \$200,000,000 that can be invested either in the Fund or in the endowments of qualified organizations. The investment return from the Fund may assist qualified organizations in the way described above. The proposition, as articulated in the Cultural Trust Act, is that the State of New Jersey will annually appropriate \$10,000,000, based upon available funding, over 10 years for its contribution in order to be able to match private contributions. When a contribution to the endowment of a qualified organization or directly to the Fund is certified, the State appropriation in equal amount, if available, is also deposited in the Fund. It should be noted that in FY01 the available State appropriation was \$3,020,000, followed by \$10 million in FY02 and FY03.

It is the Trust's responsibility and authority to designate "qualified organizations" and to certify contributions to their endowments.

The State match equal to the private contribution can be leveraged in two ways:

- 1) Direct contribution to the Fund
- 2) Contribution to the endowment of a "qualified organization."

When the private contribution to the endowment of a "qualified organization" is \$100,000 or more, 20% of the State's match will flow to that organization, the other 80% to remain in the Fund for investment. Private contributions may take the form of cash, but also securities, property, and other assets.

Contributions to endowments received by qualified organizations after January 1, 2000 may be certified for State match. See page 14: "The Ways Donations Are Matched."

The New Jersey Division of Investment manages the Fund in consultation with the Board of Trustees of the Cultural Trust.

The Act requires that the Fund reach \$20 million in contributed income before its interest earnings may be distributed as grants for the purposes outlined above. As of July 1, 2003, with the State's FY04 appropriation of \$500,000, the Fund exceeded the target of \$20 million.

The Board has discretion with regard to determining if investment income is to be distributed or re-invested. However, any funds to be distributed as grants are to be divided as follows: 50/50 between the arts and history. There are special provisions in the act for altering the distribution ratio in any given year, but only for a given year.

Three other agencies of State government will design and administer the programs to bring forward to the Trust recommendations for grant funding:

- New Jersey Historical Commission will administer programs for endowment and stabilization as they relate to history and humanities organizations.
- New Jersey Historic Trust will administer a program for capital projects as it relates to history and humanities organizations.
- The New Jersey State Council on the Arts will administer programs for endowment, stabilization and capital projects as they relate to arts organizations.

Recommendations will be made at least once annually.



New Jersey Symphony Orchestra

FY03 ACCOMPLISHMENTS

On July 16, 2002 the Cultural Trust Board convened its first annual meeting in Trenton. At that meeting the following officers were elected :

Judi Dawkins, Chair
Carol Cronheim, Vice-Chair
Josh Weston, Vice-Chair for Finance
Esther Silver-Parker, Secretary

The Board also approved 11 non-profit cultural organizations as "qualified."

In order to encourage the on-going development of endowment support to qualified organizations and to develop matching funds that leverage State dollars into the Cultural Trust Fund, the Board established two deadlines to receive applications for certification of donations: October 1, 2002 and March 17, 2003. Organizations could apply for "qualified" status on an on-going basis.

In keeping with the provisions of the Cultural Trust Act and the rules that were promulgated, the Trust designed and distributed the guidelines and forms to be employed by organizations in applying to be "qualified" and to have private contributions to their respective endowments certified. The distribution was wide including direct mailing to over 1400 organizations on the mailing lists of the Council on the Arts, Historical Commission and Historic Trust, as well as postings on their respective websites and the website of the Cultural Trust. ArtPride New Jersey, Advocates for New Jersey History, County Cultural and Heritage Commissions, public libraries, community centers and the press throughout the State were helpful in distributing information about the availability of guidelines and applications.

At the December 12, 2002 meeting, the Trust Board approved the designation of an additional 16 organizations as "qualified" bringing the total number of qualified organizations to seventy-five. Between December and July, another twenty-three organizations have proved eligibility. *See page 15: "List of Qualified Organizations."*

The Board also certified \$11,877,604 in Round II endowment donations to 8 qualified organizations of which \$11,751,604 were large gifts (\$100,000 or more) to 7 of them. (*See page 25: "Round II Certified Donations"*). With this action, and prior year action to certify Round I donations in the amount of \$25,596,105, the Board has certified a total of \$37,473,709 in donations to the endowments of qualified groups and another \$1,020,000 in donations made directly to the Cultural Trust

Fund bringing the grand total of certified donations to \$38,493,709. *See page 26: "Summary Contributions—FY03" and page 27: "So Where's the Money?"*

At the close of FY03, the State's contribution to the purposes of the Cultural Trust totaled \$23,020,000 allowing for a partial match of Round I donations and payments of \$4.4 million to the 12 organizations eligible for 20% payments of certified large gifts. The balance of the match eligible from the State for Round I and Round II certified donations equals \$15,473,709 to be paid upon availability of appropriations. At such time as the State match is available, outstanding payments to organizations eligible for 20% large gift matches will be paid. To date, \$3 million is owed in large gift matching payments.

For a complete listing of all gifts certified and distribution, see page 28: "Summary Chart of Round I & II Certified Donations."

The greatest challenge of the year came as a \$5 billion dollar budget deficit threatened funding for the State's cultural programs including the Cultural Trust, the Council on the Arts and the Historical Commission. Through the leadership of the Governor and the Legislature, coupled with the support of ArtPride New Jersey, the Advocates for New Jersey History and the State's cultural community, a dedicated source of funding was established to ensure the continued vitality of our cultural organizations, now and in the future.

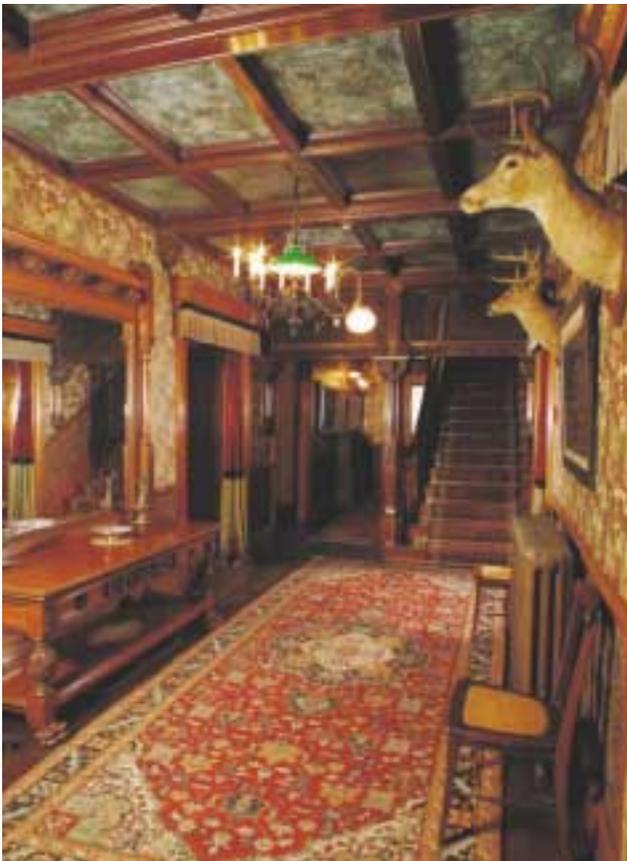
For FY04, the Cultural Trust was appropriated \$500,000 for the Fund and \$250,000 for administrative expenses. The appropriation is significant in that it allows the Fund to exceed \$20 million in contributed funds thereby allowing the Trust Board to initiate the process of providing grants to qualified cultural organizations from the interest earned to date.



Mid-Atlantic Center for the Arts

As the fiscal year ended:

- Appropriations for the Fund and for agency operations were restored for FY04 and a stable source of funding has been created.
- An on-going process to qualify organizations was established with a total of 75 organizations "qualified," 23 eligible pending Board approval September 2003, with another 53 applicants "in process."
- Round II and Round III to certify donations were conducted. The Board approved \$11,877,604 in Round II and another \$2.9 million from Round III is pending Board approval.
- All applicants for qualified designation and certified donations were informed of status.
- All available FY03 funding for the Trust was transferred into the Fund to match previously certified donations and contracts and payments for large gift matching payments were issued.
- All groups deemed "qualified" received and executed agreements governing the designation.
- The Cultural Trust and the Council on the Arts implemented a shared services agreement to allow maximum efficiencies in the administrative functions.
- Several administrative functions were instituted: an official Records Retention Schedule was developed and approved; a system for employee performance evaluation was implemented; the agency was trained and developed



Aljira

- procedures for the implementation of the Open Public Records Act; Audit services for FY02 and FY03 were secured; the Fund status was monitored and updated monthly; internal procedures and a data base for tracking applicant status was developed; all constituent contracts and qualified agreement forms are monitored for compliance.
- The Investment Committee of the Board met with representatives of the Division of Investment and proposed an investment strategy designed to increase the earnings on the Fund. Guidance from the Attorney General's office has been sought to determine allowability of proposed investment guidelines.
- Working with the Council on the Arts, the Historical Commission and the Historic Trust, grant programs are being developed for launch in FY04. The Council and the Commission will coordinate efforts to produce a program for financial stabilization. The Historic Trust will focus on capital needs of qualified history and humanities organizations.
- Several communications tools were created for use in informing constituents, potential donors, government leaders and the general public about the Cultural Trust: an 8-minute video infomercial on the Trust, the 2002 Annual Report, an informational brochure, rack cards, website, tabletop display and several charts for use in explaining exactly how the Trust works and the status of the Fund.
- Staff represented the Trust at a variety of national, regional and Statewide events and provided information or participated in a multitude of opportunities designed to help explain the purpose and work of the Cultural Trust in order to increase appreciation of its value and help constituents and potential funders understand how to participate. Examples include: the National Assembly of State Arts Agencies meeting for representatives of Statewide Cultural Trusts; the Mid Atlantic Arts Foundation Board meeting; the Council of NJ Grantmakers; ArtPride New Jersey Board; the New Jersey Theatre Alliance; the South Jersey Cultural Alliance; Preservation NJ; Leadership NJ; County Freeholder Boards in Middlesex, Mercer, and Essex Counties, and others. Individual technical assistance was provided to constituents either through conference calls or personal meetings as needed.

FUND STATUS

On July 1, 2002 the value of the investment Trust Fund stood at \$11,932,727.88. This was composed of \$1,020,000 in direct private contributions, \$10,620,000 in State matching funds and \$292,727.88 in interest earnings.

With the approval of the State of New Jersey's FY03 budget a total of \$10,000,000 was appropriated for the Cultural Trust account and transferred to the Fund based on the prior certification of matching funds (Round I, December 18, 2001).

Distributions totaling \$2,001,000 were made in two withdrawals in July and August to match certified large gift donations to the limit of funds available.

Interest earnings for FY03 (July 1, 2002 – June 30, 2003) totaled \$355,225.

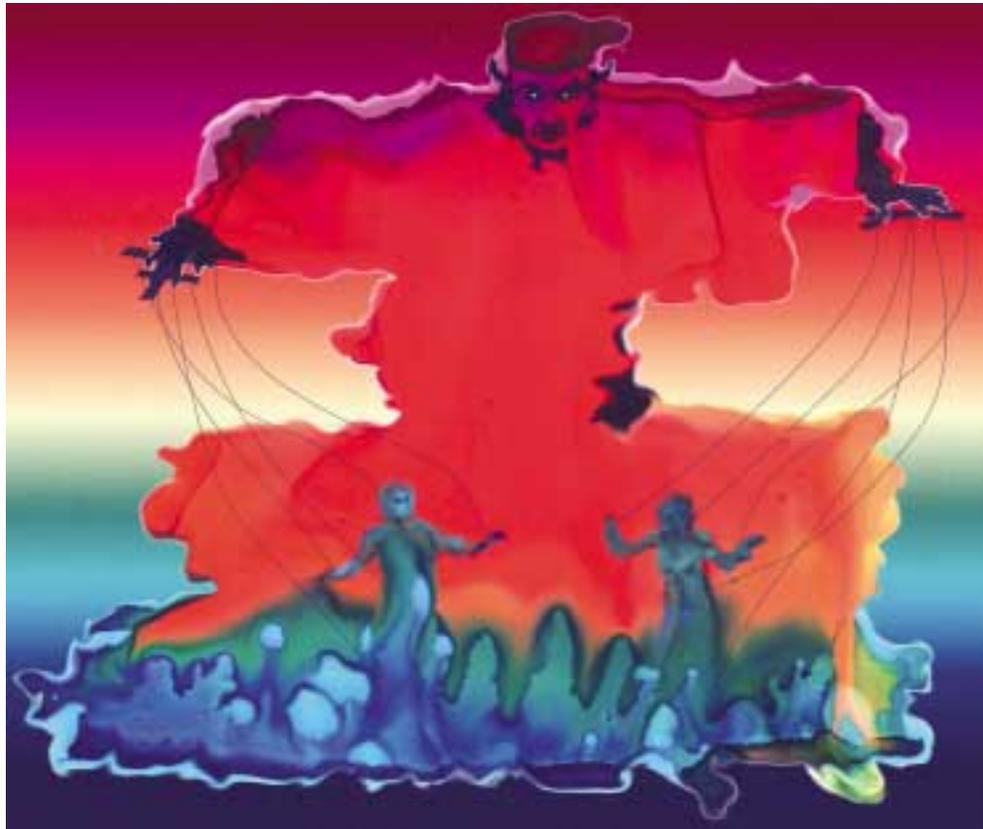
Thus at the close of the fiscal year the total value of the fund stood at \$20,286,952.88:

\$1,020,000 from private sources, \$18,620,000 from State Contributions and \$647,952.88 from interest earnings over the life of the fund. Contributions of private and State dollars to the Fund totaled \$19,640,000, just \$360,000 shy of the \$20 million required in order to allow the Board to distribute the interest in grants through programs of the Council on the Arts, the Historical Commission and the Historic Trust.

In addition, certified donations to the Fund or the endowments of qualified organizations equal \$38,493,709. At the close of FY03 the State had contributed \$23,020,000 to the purposes of the Trust and therefore certified donations in the amount of \$15,473,709 remain to be matched by the State as future appropriations become available.



Russian American Kids Circus at Count Basie Theatre



Faust Marionettes at Count Basie Theatre



State Theatre Regional Arts Center



Caillou's Big Party at State Theatre

FIVE-YEAR FISCAL PLAN/FUND GROWTH

The New Jersey Cultural Trust Fund is held in the State of New Jersey Cash Management Fund (CMF) managed by the NJ Division of Investment. The Trust Board has established an investment committee to work with the Division of Investment in establishing investment goals and monitoring a portfolio. They await guidance regarding investment strategies allowable under the Act. In the meantime, long-term fund growth projections are estimated by assuming the entire fund remains in CMF.

Below are scenarios for growth and within each are two variations. Scenario 1 and 2 both set the annual compound interest earned at 1.82%, which is the State compound rate for FY03.

The variations in each scenario relate to the actions of the Board once the fund crosses the \$20 million threshold. The first column shows how the fund grows if ALL interest earnings are reinvested over five years. The second shows how the fund grows if interest earnings are distributed as grants.

In Scenario 1:

- 1) the State of New Jersey annually appropriates the minimum amount designated from the hotel/motel fees and,
- 2) the Trust distributes 20% of the State matching funds for previously certified large gift matching payments.

In Scenario 2:

- 1) the State of New Jersey resumes an annual appropriation of \$10 million in FY05 as called for in the Act.
- 2) the Trust annually certifies contributions to the endowments of qualified organizations sufficient to leverage the entire State appropriation into the Fund, and
- 3) the Trust distributes 20% of the State matching funds for previously certified large gift matching payments.
- 4) the Trust certifies additional large gift donations sufficient to cause 20% of the State matching funds to be distributed to qualified organizations.

Historic Cold Spring Village



Scenario 1 – assumes 1.82% compound annual interest and minimum State contribution.

Date	Value Interest Reinvested	Value/Interest Distributed	Interest
7/1/03	\$20,686,953	\$20,040,000	\$647,952
7/1/04	\$21,639,455	\$20,616,000	\$364,710
7/1/05	\$22,609,294	\$21,192,000	\$375,211
7/1/06	\$23,596,783	\$21,768,000	\$385,694
7/1/07	\$24,602,244	\$22,344,000	\$396,178
7/1/08	\$25,626,004	\$22,920,000	\$406,661

Scenario 2 – assumes 1.82% compound annual interest and annual \$10 million State contribution

Date	Value Interest Reinvested	Value/Interest Distributed	Interest
7/1/03	\$20,686,953	\$20,040,000	\$647,953
7/1/04	\$29,063,455	\$28,040,000	\$364,710
7/1/05	\$37,592,410	\$36,040,000	\$510,328
7/1/06	\$46,276,592	\$44,040,000	\$655,928
7/1/07	\$55,118,826	\$52,040,000	\$801,528
7/1/08	\$64,121,989	\$60,040,000	\$947,128



Uncle Vanya at McCarter Theatre. Photo Credit T. Charles Erickson

CULTURAL TRUST GOALS AND FY04 PRIORITIES

Goal 1.

Grow the Cultural Trust Fund

The Cultural Trust Fund is a permanent fund from which interest is generated to provide a source of support for building endowments, financial stabilization, and capital projects for New Jersey's non-profit arts, history and humanities organizations. The greater the Fund, the greater the interest generated from its investment.

As a public private partnership, the Fund is a combination of State and private money. State dollars are leveraged into the Fund when certified donations have been made directly to the Fund or to the endowments of qualified organizations.

Beginning in fiscal year 2001, the Cultural Trust Act called for the State and the private sector to each provide \$10 million a year for ten years. From FY01 and with the State FY04 appropriation of \$500,000, however, the State has appropriated \$23,520,000, or \$16,480,000 below the level anticipated in the Act. And, certified donations of \$38,493,709 million have outpaced State appropriations by \$14,973,709. This imbalance is anticipated to grow as qualified organizations continue to seek private contributions to their endowments and the Cultural Trust seeks private donations directly to the Fund. Thus the following long and short-term objectives:

1. Seek additional State funds to restore the 1:1 relationship of public to private dollars and annually secure \$10 million State appropriation.
2. Develop and carry out aggressive campaign encouraging private sector donations to Cultural Trust and to qualified organizations
3. Monitor fund performance closely and implement an investment strategy to achieve goals through maximum yield within well-defined and prudent parameters of risk tolerance



Bela Fleck & Flecktones at Count Basie Theatre

Goal 2.

Grow the Cultural Trust Programs

Since the sum of State and private contributions to the Trust Fund has exceeded a balance of \$20 million, the Trust Board may authorize distribution of interest earnings in the form of grants to qualified arts, history and humanities organizations for institutional/financial stabilization, endowment and/or capital projects. The Act calls for the Board of the Trust to annually determine the portion of interest that will be made available for distribution. Recipients are to be recommended to the Trust through programs established and administered by the NJ State Council on the Arts, the NJ Historic Trust and the NJ Historical Commission.

Thus the following objectives:

1. Research and develop priority programs for implementation in FY04 of the first round of grantsmaking with the Council on the Arts, the Historical Commission and the Historic Trust.
2. Provide assistance to recommending agencies and full administrative oversight and program outreach.
3. Cultivate professional development and technical assistance opportunities by which to increase and share knowledge about stabilization issues among Trust Board and staff as well as recommending agencies
4. Establish procedures and timetables for administering programs and monitoring grants



Alice Paul Institute
Share Your Voice
Workshop

Goal 3.

Grow the number of participants in and contributors to the success of the Cultural Trust

For the Cultural Trust to establish and demonstrate its maximum public value and impact it must

1) grow as quickly as possible, 2) engage as many qualified organizations as possible and, 3) encourage more and more donors to support its purposes. To a large extent this means mounting effective communications and outreach as well as compelling marketing and development campaigns both on behalf of the Trust and the constituency it seeks to serve.

Thus the following objectives:

1. Maintain rolling approval process for qualifying organizations for program eligibility.
2. Develop and offer education and technical assistance opportunities for cultural organizations.
3. Develop and cultivate relationships with professional service organizations, associations and bodies aligned with the goals and work of the Trust
4. Secure speaking engagements to inform targeted audiences of Cultural Trust and develop presentations and collateral materials for use by staff and Board members.
5. Develop and maintain effective communications with the New Jersey Legislature.
6. Develop marketing and outreach materials for general and targeted distribution designed to encourage new, significant and innovative donations both to the Cultural Trust directly and to the stabilization, endowment and capital initiatives of qualifying organizations.
7. Monitor and analyze the results of Cultural Trust grants to reveal the public benefits of stable cultural organization.
8. Widely and effectively disseminate information about the Cultural Trust through various means and media and maintain website with helpful and up-to-date information regarding the Trust.



Goal 4.

Grow and maintain public trust in the Cultural Trust

Though often the least glamorous of all aspects, the effective management of Trust operations to the highest standards of public accountability and the focused deployment of its available resources are essential to safeguarding its viability and position as a steward of public and private funds and engendering public confidence in its worth.

1. Maintain agency management standards and procedures consistent with State policies and regulations.
2. Establish, implement, and maintain grants management function that closely monitors grantee performance to ensure accountability, timeliness, and accessibility.
3. Establish and implement fiscal management function to ensure internal control.
4. Oversee agency staffing and personnel management according to established rules, policies and procedures in hiring and supervision while maintaining the highest level of staff performance.
5. Ensure on-going professional development for Board and Staff.
6. Procure required certified audit of Fund.
7. Ensure the implementation of the Open Public Records Act and the public's appropriate and timely access to public information.



Mid-Atlantic Center for the Arts

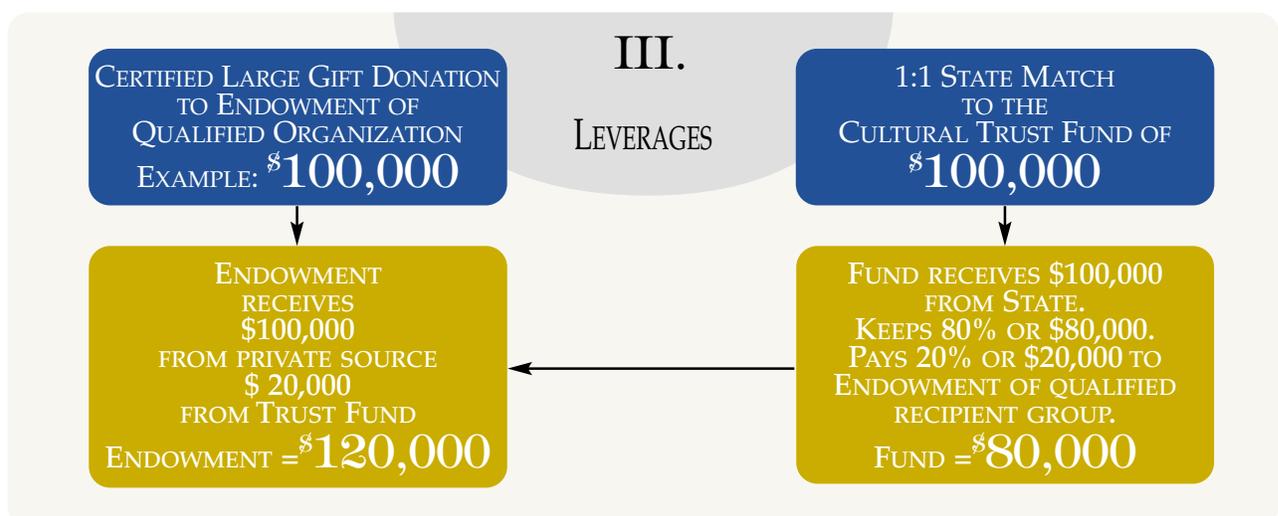
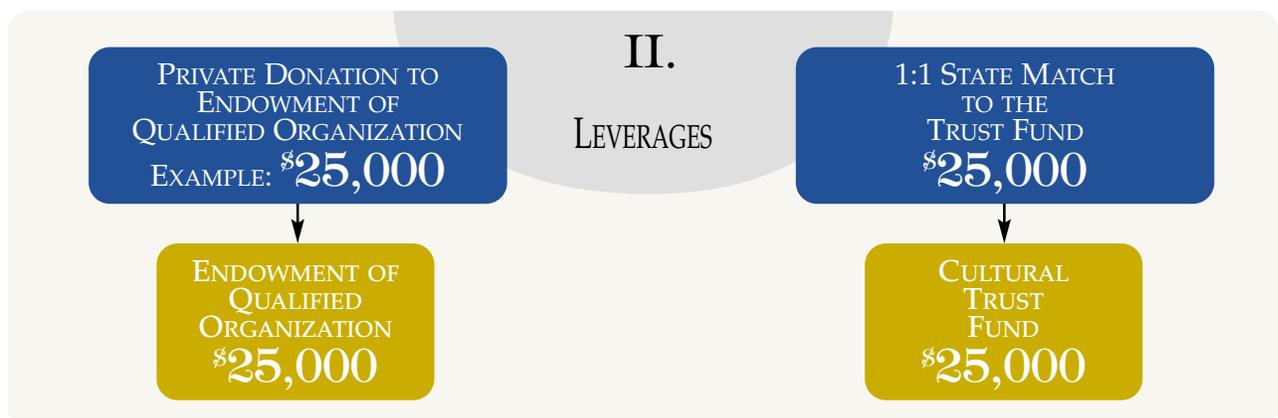
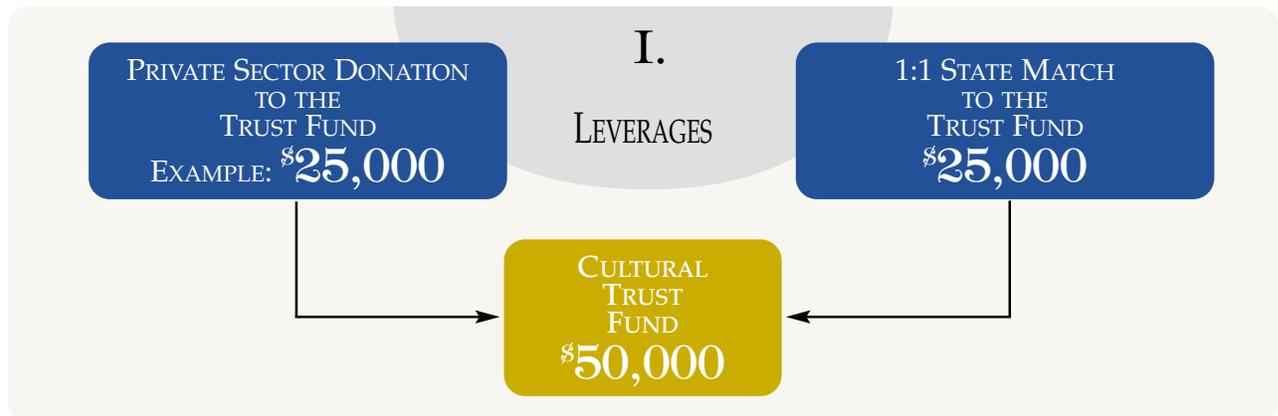
WAYS DONATIONS ARE MATCHED BY STATE FUNDS

Ten Year Fundraising Goal: \$200 million

(for investment in the Cultural Trust Fund OR the endowments of qualified groups)

Private Sector: \$100 million goal - \$38,493,709 raised to date

State: \$100 million goal - \$23,020,000 appropriated through FY03



98 QUALIFIED ORGANIZATIONS BY COUNTY

Atlantic County

South Jersey Cultural Alliance Linwood, New Jersey

The mission of the South Jersey Cultural Alliance is to encourage the active participation of residents and visitors in the cultural life of southern New Jersey. The South Jersey Cultural Alliance strengthens the region's nonprofit cultural organizations through collaborative efforts in marketing, advertising, programming and management development and provides a forum for communications with colleagues including opportunities to network, exchange ideas and establish regional initiatives.

Bergen County

Arts Horizons Englewood, New Jersey

Arts Horizons fosters the development of the whole person and improves education by delivering quality arts programs and activities to schools and communities.

Friends of the Hermitage, Inc. Ho-Ho-Kus, New Jersey

The Friends of the Hermitage, Inc. was established to restore, maintain and interpret the Hermitage, along with its grounds and outbuilding. The mission is not only to provide these services, but also to interpret to a diverse audience of students, scholars and the general public the site, its archives and its collections as they relate to local, regional and national history beginning in 1740.

John Harms Center for the Arts Englewood, New Jersey

The mission of the John Harms Center for the Arts is to make the live performing arts accessible and speak to the lives of its diverse community – building a creative home to artists of excellence and relevance, who entertain and enlighten, inspire and inform its audiences. The Center is an organization of and for the community that it serves by being a creative focus, educational resource and engine of economic vitality.

Leonid Kozlov Dance International, Inc. Ridgewood, New Jersey

The purpose of Leonid Kozlov Dance International (KDI) is both educational and cultural. KDI offers the highest quality training in dance and theatre to young students, and professional level performances to the community audience. KDI also presents lecture/demonstration workshops and performances in public and private schools, organizations, hospitals and nursing homes.

Nai-Ni Chen Dance Company Fort Lee, New Jersey

The Nai-Ni Chen Dance Company brings the rich tradition of Chinese Art into the contemporary dance world. Over half a million people around the country have shared the original works created by the company, a multi-racial group of dancers from Asia, Europe, South America and North America.

Old Church Cultural Center School of Art Demarest, New Jersey

The mandate of the Old Church Cultural Center School of Art is to improve the quality of life through instruction in fine art and craft. A professional faculty of artists provides serious and sensitive guidance, devoted to the principle that art and craft are inseparable.

The Sutton Ensemble Tenafly, New Jersey

The mission of The Sutton Ensemble is to perform the world's greatest chamber music for as diverse an audience as possible in both conventional and unconventional locations.

Burlington County

Alice Paul Institute Mt. Laurel, New Jersey

The mission of the Alice Paul Institute is to celebrate and promote the legacy of Alice Paul, noted suffrage leader and author of the Equal Rights Amendment, and to preserve Paulsdale, her family home, as an inspirational and educational site. The Foundation works to educate and encourage women and girls to take leadership responsibilities in their communities and to continue the long struggle for women's equality.

Perkins Center for the Arts Moorestown, New Jersey

Perkins Center for the Arts is dedicated to excellence in the arts and to providing a wide range of creative opportunities for people of all ages and of every level of artistic development. Central to our mission is the belief that artists and the language of the arts is ideal for perceiving and interpreting the complex modern world in which we live.



Moscow Boys Choir at Count Basie Theatre



The Tempest at McCarter Theatre. Photo Credit: T. Charles Erickson

Camden County

Camden County Historical Society **Collingswood, New Jersey**

The mission of the Camden County Historical Society is to collect, preserve and disseminate the history of Camden County and southern New Jersey in order to serve educational and civic purposes for the Camden County and southern New Jersey communities.

The Haddonfield Symphony **Haddonfield, New Jersey**

The mission of the Haddonfield Symphony is to maintain and support a symphony orchestra that provides training for tomorrow's orchestra musicians, music directors, soloists, and audiences, by presenting well-rounded, artistically excellent educational programs, which contribute to enriching the cultural life of our global community.

Cape May County

Center for Community Arts, Inc. **Cape May, New Jersey**

The Center for Community Arts is a multicultural organization that embraces diversity to foster inclusiveness and creativity and to develop arts and cultural programs with traditionally under-served audiences. By embracing all forms of cultural and artistic expression and engaging the people of the Lower Cape and its visitors, the Center works to build community and civic awareness.

Friends of the Ocean City Pops **Ocean City, New Jersey**

The Friends is a non-profit corporation with the exclusive goal of charitable and educational purposes to promote excellence in the programming, performance, and continuing development of the Ocean City Pops Orchestra.

Historic Cold Spring Village **Cape May, New Jersey**

Historic Cold Spring Village is a non-profit educational institution established primarily as an open-air living history museum. Its purpose is to function solely and exclusively as an educational, historical and literary foundation. This is carried out by supporting, conducting and sponsoring literary and artistic endeavors through displays, publications, live performances, films, traveling and loan exhibits representative of the 1800's.

Mid-Atlantic Center for the Arts **Cape May, New Jersey**

Mid-Atlantic Center for the Arts is a multifaceted organization committed to promoting the preservation, interpretation, and cultural enrichment of the Cape May region for its residents and visitors.

The East Lynne Company **Cape May, New Jersey**

The mission of The East Lynne Company is to produce, study, and preserve America's theatrical heritage by presenting American Stage classics and contemporary plays relating to America's rich theatrical and literary history.

Cumberland County

Bayshore Discovery Project **Port Norris, New Jersey**

The Bayshore Discovery Project's mission is to motivate people to take care of the environment, the history and the culture of New Jersey's Bayshore region through education, preservation and example. Originally established as the Delaware Bay Schooner Project in 1988, the organization has grown from a small group of conservationists who took on the task of restoring a dilapidated oyster schooner to a multi-faceted provider of education and outreach programs that serve more than 50,000 people each year.

Millville Army Air Field Museum **Millville, New Jersey**

The mission of the Millville Army Air Field Museum is to maintain an exhibit of the history of the Millville Army Air Field, including the history of Republic P-47 Thunderbolt, the airfield's primary training plane, and the histories of those who served there. To provide an accessible repository in which educational, research, and historical materials, documenting the history and development of aeronautics is a primary goal.

Wheaton Village, Inc. **Millville, New Jersey**

It is the mission of Wheaton Village to "celebrate and share the creative spirit of American glass and other craft."

Essex County

Aljira, A Center for Contemporary Art **Newark, New Jersey**

Aljira is a contemporary art center whose mission is to encourage activity in the visual arts, and through the medium of art, to serve as a catalyst for inclusiveness and diversity; to promote cross-cultural dialogue; and to enable us to better understand the time in which we live.

ArtsPower, Inc. **Montclair, New Jersey**

The mission of ArtsPower National Touring Theatre: to produce and tour nationally recognized, professional theatre of the highest artistic quality and educational value that is intended to nourish children's love of theatre, deepen their connection to pro-social values, and instill in them what it means to be a good person in heart, mind, and deed.

Montclair Art Museum **Montclair, New Jersey**

The mission of the Montclair Art Museum is to provide an environment in which a broad audience of children and adults can develop a greater awareness, understanding, and appreciation of the dynamic richness and variety of the art created in America and its relevance and value to their lives. They foster this development through collection and preservation, exhibitions, educational programming and arts advocacy, focusing on and evolving with their audience and its needs.

Montclair Historical Society **Montclair, New Jersey**

The Montclair Historical Society will stimulate and support a strong sense of community by engaging residents and visitors through programs, exhibits, and the conservation and interpretation of its historic sites and collections.

Newark School of the Arts

Newark, New Jersey

The Newark School of the Arts provides comprehensive and sequential arts education and performances by students, faculty and guest artists. Instruction is offered to all who seek it, regardless of age, talent or financial resources.

New Jersey Music Society

Montclair, New Jersey

The purpose of the New Jersey Music Society is to enrich cultural life in the State and beyond by presenting traditional and innovative concerts and education programs of the highest professional quality, and by reaching out to diverse audiences in order to make these activities available to all segments of the general public.

New Jersey Performing Arts Center

Newark, New Jersey

The New Jersey Performing Arts Center opened to international acclaim on October 18, 1997 and is the sixth largest arts center in the United States. As a different kind of arts center, NJPAC aims to be a world-class cultural landmark that is community-centered, embracing the diversity of all New Jersey.

New Jersey State Opera

Newark, New Jersey

The mission of the New Jersey State Opera is to present the highest quality operatic performances possible to the people of New Jersey, to educate our public (with a particular emphasis on students) to a love and appreciation of the art form, and to offer a programming alternative to the opera productions presented by other major opera companies in our area.

New Jersey Symphony Orchestra

Newark, New Jersey

The mission of the New Jersey Symphony Orchestra is to engage the people of New Jersey by performing the full symphonic repertoire at the highest caliber in a variety of settings for diverse audiences and to serve with distinction as a nationally recognized orchestra and cultural leader, especially in music education for all ages

Newark Boys Chorus School

Newark, New Jersey

The mission of the Newark Boys Chorus School is to inspire a love for learning, a quest for excellence, and a compassion for humanity.

Newark Public Radio, Inc. (WBGO)

Newark, New Jersey

WBGO-FM is a noncommercial public radio institution that champions jazz--an American art form through radio, other technology and events. The station serves as a cultural beacon that educates and entertains local, national and international audiences of significant size with high-quality broadcast and other important programming.

Oakeside Bloomfield Cultural Center

Bloomfield, New Jersey

The mission of Oakeside Bloomfield Cultural Center is to preserve and restore this significant historic site; to promote awareness of the community's history; and to celebrate all forms of cultural expression, past and present.



Mid-Atlantic Center for the Arts



Mid-Atlantic Center for the Arts



Mid-Atlantic Center for the Arts



Essex County (continued)

Paper Mill Playhouse Millburn, New Jersey

Paper Mill Playhouse, the State Theatre of New Jersey, seeks to enrich the cultural lives of a wide and diverse audience. Since opening in 1938, the theatre has become a nationally recognized not-for-profit professional arts center committed to excellence and to preserving the rich heritage of plays and musicals through productions of the highest quality.

Pushcart Players Verona, New Jersey

The mission of Pushcart Players is to provide Arts Basic To Education programming that fosters in-depth understanding and appreciation of the arts, direct learning and participation in the doing and making of art, and enhances development in other areas of learning through the arts.

Sharron Miller's Academy for the Performing Arts, Inc. Montclair, New Jersey

The mission of Sharron Miller's Academy is to provide comprehensive, developmental training to children, teens and adults with interest and ability in dance and related theater arts without regard to cultural ethnicity or economic background. Programming is designed to build skills, stimulate creativity and foster self-discipline and self-esteem.

Theater Under the Stars West Orange, New Jersey

Theater Under the Stars is dedicated to providing free and low-cost theater to the community, to reach audiences who may not have access to other performing arts programming, including children, the elderly, the disabled and low-income families.

The New Jersey Historical Society Newark, New Jersey

The New Jersey Historical Society is a Statewide, private, nonprofit historical museum, library, and archives dedicated to collecting, preserving, and interpreting the rich and intricate political, social, cultural, and economic history of New Jersey to the broadest possible audiences. Founded in 1845, it is the oldest cultural institution in the State.

The Newark Museum Association Newark, New Jersey

The Newark Museum operates, as it has since its founding, in the public trust as a museum of service, a leader in connecting objects and ideas to the needs and wishes of its constituencies. It is their stated belief that their art and science collections have the power to educate, inspire and transform individuals of all ages, and the local, regional, national and international communities that they serve.

Gloucester County

Gloucester County Historical Society Woodbury, New Jersey

The mission of the Gloucester County Historical Society is to acquire and preserve artifacts, documents and records that relate to the history of the County, New Jersey and the Delaware Valley; to encourage the protection and preservation of the historical landmarks within the County; to encourage historical research; and to provide related publication materials.

Historical and Educational Lodge-Hall Preservatory Swedesboro, New Jersey

The mission of HELP, Inc., is to implement arts and history education programs for all age groups with an ultimate goal for a community center for the youth of the community. They provide programs to educate the public about the Richardson Avenue School established in 1931. – the last adapted school for "separate but equal" education of African American children in the State of New Jersey that survives and symbolizes the diverse history of education during that era.

Hudson County

Jersey City Museum, Inc. Jersey City, New Jersey

The Jersey City Museum promotes pride in Hudson County by celebrating its unique cultural history. The Museum preserves and interprets collections of material culture from the region, so that the history of Hudson County is illuminated from generation to generation. The Museum stimulates community participation in the visual arts, giving special attention to contemporary art and recognizing the many visual artists who make Hudson County their home.

Liberty Science Center Jersey City, New Jersey

Liberty Science Center is an innovative learning resource for lifelong exploration of nature, humanity and technology, supporting the growth of this diverse region and promoting informed stewardship of the world.

Hunterdon County

Hunterdon Museum of Art Clinton, New Jersey

Hunterdon Museum of Art is committed to providing quality programming that will enhance and encourage appreciation of, understanding of and involvement with art. This is accomplished through exhibitions that reflect artistic excellence and education programs that include studio, outreach and interpretive experiences.

Riverside Symphonia Lambertville, New Jersey

The mission of the Riverside Symphonia is to provide a locally based, professional orchestra to serve the people of mid-western New Jersey and eastern Pennsylvania. The Symphonia strives to reach all segments of the community, regardless of ethnicity, age or financial means and to deliver quality musical performances by composers from all periods to foster the appreciation of our rich and diverse cultural musical heritage.



Mercer County

Boheme Opera Company Trenton, New Jersey

The mission of Boheme Opera New Jersey is to culturally enrich the region with artistically superior operatic productions. Boheme Opera supports this principle through consistently creative and memorable performances; outreach programs to the schools and communities; and encouraging the participation of ethnically diverse performers.

Foundation for New Jersey Public Broadcasting Trenton, New Jersey

The mission of the Foundation for New Jersey Public Broadcasting is to enhance and promote New Jersey Public Broadcasting, the Garden State's multi-media resource for information and learning. NJN educates, informs, enlightens, and inspires the citizens of New Jersey through the production and distribution of television, radio, and telecommunications programs and services, with an emphasis on New Jersey issues, events, people, arts, culture, and education.

Historical Society of Princeton Princeton, New Jersey

The Historical Society of Princeton (HSP) is a museum and library dedicated to interpreting the history of Princeton, New Jersey with community support and involvement. Its activities are inspired by the past with the goal of informing the future. HSP displays its permanent collection, mounts special exhibits, develops and implements educational programs and issues publications. HSP collects and preserves historical artifacts, photographs, manuscripts, published works and other related materials. In all its endeavors, HSP continues to be committed to a broad and inclusive representation of Princeton, to fostering collaborative partnerships and to strengthening community.

Historic Morven, Inc. Princeton, New Jersey

Morven, an eighteenth-century house and gardens owned by the State of New Jersey and leased to Historic Morven, exists as a museum and cultural center. The mission of Historic Morven, Inc. is to preserve and manage this national historic property and its collections as a cultural, educational, and historical resource for present and future generations.

McCarter Theatre Princeton, New Jersey

The creation of theater is at the heart of McCarter's artistic mission, and the theater's goals are threefold: to evolve into a world-class theater with a demonstrated commitment to the highest professional and artistic standards; to present a diverse season of classic and contemporary plays that reflect and invite comparison among various aspects of American culture and the universal human experience; and to reinvigorate audiences by welcoming and encouraging all members of the community regardless of age, gender, ethnicity, race or class, to participate in the transformational experience of live performance.

New Jersey Council for Humanities Trenton, New Jersey

The mission of the New Jersey Council for the Humanities is to serve the people of New Jersey by developing, supporting and promoting projects that explore and interpret the human experience, foster cross-cultural understanding and engage people in a dialogue about matters of individual choice and public responsibility.

Preservation New Jersey, Inc. Trenton, New Jersey

Preservation New Jersey's mission is to protect and promote the State's historic resources, communities and landscapes through education and advocacy.

Count Basie Theatre



Mercer County (continued)

Princeton Pro Musica Princeton, New Jersey

Princeton Pro Musica's mission is the presentation of high-quality performances of masterworks for chorus and /or orchestra, including contemporary and multicultural works; and, the education and enhanced quality of life of present and future audiences

Princeton Symphony Orchestra Princeton, New Jersey

The mission of Princeton Symphony Orchestra is to present the finest classical compositions from the widest range, including unusual and seldom heard works; to enhance audience appreciation of the often unfamiliar works through lectures and presentations; to create an outstanding performance opportunity for the many excellent musicians in the central New Jersey region, and to reach out to new audiences both geographically and demographically.

The American Boychoir School Princeton, New Jersey

The mission of The American Boychoir School is to sustain and move forward with a distinctively American voice a one-thousand year-old choral music tradition; to create a truly national choir that provides an exceptional education program for musically talented boys, regardless of their religion, race, social background, or financial circumstances; to enrich the cultural and educational life of our nation; and to produce a musical performance organization that is recognized throughout the world as the finest of its kind.

Young Audiences of New Jersey, Inc. Princeton, New Jersey

The mission of Young Audiences of New Jersey is to establish the arts as an essential part of young people's education in order to develop their potential as creative and productive individuals. Young Audiences of New Jersey serves as a resource to all New Jersey communities and schools seeking skilled, professional artists to work with students, educators and parents, by establishing partnership programs in arts education, and through advocacy for the arts in education at the national, State, and local levels.



Mid-Atlantic Center for the Arts

Middlesex County

George Street Playhouse New Brunswick, New Jersey

The Playhouse's mission is to serve as a vital cultural institution in New Jersey and as a creative force nationally for theatre development; achieve the highest level of professionalism in Main Stage productions, outreach programs and organizational initiatives; serve as an artistic, educational and social resource; positively shape and be shaped by the character of our community; and to assure access to theatre arts for the broadest possible spectrum of citizens.

Institute for Arts and Humanities Education New Brunswick, New Jersey

The mission of the Institute for Arts and Humanities Education is to provide innovative, interdisciplinary programs in the arts and humanities to students, their teachers and their families, with emphasis on serving at-risk and under-served communities.

Middlesex County Regional Council for the Arts New Brunswick, New Jersey

The mission of the Arts & Education Center serving Greater Middlesex County is to enrich the artistic and cultural lives of youths, especially adolescents, through the Middlesex County Arts High and Middle School, and other programs involving the larger community. In order to fulfill this mission, the Center encourages planning with public agencies, local groups, corporations, and others to advance established programs and foster new programs.

New Jersey Museum of Agriculture North Brunswick, New Jersey

The New Jersey Museum of Agriculture showcases and communicates the unique role of the Garden State in the growth and development of agriculture and the impact of its contributions to society over time. The museum stresses the agricultural relationship to food and fiber, science and technology, the environment and everyday life.

Rutgers Film Co-Op/New Jersey Media Arts Center, Inc. New Brunswick, New Jersey

Rutgers Film Co-Op is dedicated to the non-commercial exhibition of the media arts and to furthering media arts education. The goals are to broaden the public's understanding of the media arts; to offer multi-cultural media arts programming that reflects the diversity of our audiences and communities; to provide a forum for classic, experimental, independent and international cinema; to preserve classic cinema in an archive and library; and to teach film and videomaking. The aim is to enlighten and entertain audiences.

State Theatre Regional Arts Center at New Brunswick New Brunswick, New Jersey

The State Theatre Regional Arts Center at New Brunswick exists to enrich the lives of people from diverse backgrounds in New Jersey and to contribute to a vital urban environment by presenting the finest national and international performing arts, providing arts education to inform and build future audiences, assisting community arts organizations with technical and other professional expertise and encouraging New Jersey artists by providing a first-class showcase for their work.

Monmouth County

Algonquin Arts

Manasquan, New Jersey

The mission of Algonquin Arts is to provide cultural enrichment and educational enhancement of the highest artistic quality to residents of New Jersey's central region through live performance, film and educational programs and services.

Count Basie Theatre

Red Bank, New Jersey

The Count Basie Theatre and Performing Arts Center is a performing arts center producing and presenting quality arts programs and activities to promote appreciation and understanding of the arts and to enrich the lives of its diverse community. Count Basie Theatre's vision is to be recognized as a leader in the arts by extending the Theatre into a regional arts performance and learning center.

Monmouth Civic Chorus

Red Bank, New Jersey

Monmouth Civic Chorus presents a wide variety of choral repertoire for the enjoyment of concert audiences in Monmouth County and beyond. More than one hundred volunteer members are given the opportunity to further develop their musical talents. Presenting selections that attract a variety of cultural groups, ages and levels of musical sophistication is the goal. The Chorus strives to enrich the community through participation in its musical life.

Monmouth County Arts Council

Red Bank, New Jersey

The mission of the Monmouth County Arts Council is to promote artistic excellence and public interest in the arts, provide assistance and services to arts organizations, institutions and individuals and significantly enhance the impact of the arts and arts education on the quality of life in Monmouth County.

Monmouth County Historical Association

Freehold, New Jersey

The purposes of the Monmouth County Historical Association are to collect, preserve, interpret and make available to the public furnishings, artifacts, buildings, manuscripts, artwork and publications related to the County's history. The Association also promotes the study and appreciation of regional and national history through its collections, educational programs, exhibits, publications, library and archives. Through its pursuit of these objectives, the Association enriches the quality of life in Monmouth County.

New Jersey Repertory Company

Long Branch, New Jersey

The New Jersey Repertory Company is dedicated to introducing audiences to dynamic new plays with diverse themes. It is also dedicated to creating an atmosphere in which classics can take on a fresh look and neglected plays can find a home.

Shrewsbury Chorale

Shrewsbury, New Jersey

The purpose of the Chorale is to provide an opportunity for those in the area to sing sacred and secular choral music of a high quality; to periodically present concerts for the enjoyment of the residents; to develop among its members and the community an appreciation for good music and high standards of choral work.

Two River Theatre Company

Red Bank, New Jersey

Two River Theatre Company is a not-for-profit professional theatre in Red Bank, New Jersey, established to provide the opportunity for theatre artists to work at and for the community's theatre audience, to witness theatre events, the choice and character of which will be guided by a number of beliefs: theatre is a necessary institution if society is to maintain a truly human discourse and strive toward significant communality. Two River Theatre Company will choose to perform from the world body of dramatic literature, including new works, those plays which, despite their inevitable fragmentary perspectives, most richly direct our gaze to the life of the human spirit in all of its shifting modes, its thought, its suffering, its passion, its joy and laughter.

Morris County

Arts Council of the Morris Area

Madison, New Jersey

The mission of the Arts Council of the Morris Area is to significantly enhance the arts and their impact on the quality of life in the Morris Area.

Canal Society of New Jersey

Morristown, New Jersey

The Canal Society of New Jersey is a nonprofit organization chartered in 1969 to foster the study of the history of New Jersey's two towpath canals, educate the public in this history, preserve and restore physical canal remains and artifacts, and provide enjoyment to its members by visiting canals and other historic sites.

Colonial Symphony

Basking Ridge, New Jersey

The Colonial Symphony's mission is to sustain and nurture an outstanding orchestra for Northern New Jersey, sponsor only performances of the highest quality, integrity and merit, emphasize a balance of traditional and contemporary classical music, and enhance music understanding and performance skills through education outreach.

Macculloch Hall Historical Museum

Morristown, New Jersey

Macculloch Hall Historical Museum preserves the history of the Macculloch-Miller families and the Morris Area community, and the legacy of its founder, W. Parsons Todd through its historic site, collections, exhibits, educational and cultural programs. The museum is a not-for-profit educational affiliate of the W. Parsons Todd Foundation.

Museum of Early Trades & Crafts

Madison, New Jersey

The Museum of Early Trades and Crafts is an educational institution that explores and presents the history and lifeways of ordinary pre-industrial America through its collections, presentations, and exhibitions of hand tools and their products.

New Jersey Shakespeare Festival of Morris

Madison, New Jersey

The New Jersey Shakespeare Festival is the State's only professional theatre company dedicated to the presentation of Shakespeare's canon and other classic, dramatic entertainments for the cultural enrichment of the community. The Festival places an equal emphasis on education – both for young artists and young audiences. They endeavor to promote all of the arts, literacy, civilization, community, cultural awareness, the theatrical tradition, and a more enlightened view of the world we live in and the people with whom we share it.

Morris County (continued)

Playwright's Theatre of New Jersey, Inc. Madison, New Jersey

Playwright's Theatre is a community of professional playwrights, theatre artists and art educators that provides opportunities for writers to develop their works in a nurturing environment and connect with new audiences. Educational programs include the New Play Development Program through which playwrights, theatre artists and audiences collaborate, and the Writers Project which provides hands-on workshops led by professional writers-in-residence to students in schools and community centers throughout the State.

South Street Theater Co., Inc. Morristown, New Jersey

The Community Theatre will become "a place for all the arts," offering the full range of performing arts for all segments of the community. The Theatre will also become an educational resource, with master classes and internship opportunities. The overall goal is to become one of the very best performing arts venues in the country, one sought after by audiences and performers alike.

The Craftsman Farms Foundation, Inc. Morris Plains, New Jersey

The mission of The Craftsman Farms Foundation, Inc. is to interpret, restore and preserve Craftsman Farms and the artifacts and ideals associated with Gustav Stickley and the Arts and Crafts movement and to demonstrate the continuing relevance of Gustav Stickley and the movement.

The Growing Stage Theatre for Young Audiences, Inc. Netcong, New Jersey

The mission of The Growing Stage Theatre is to nurture the development of the performing arts in our community through education, and to create, produce and perform works that engage the entire family.

The Morris Museum Morristown, New Jersey

The mission of the Morris Museum is to elevate the cultural consciousness, excite the mind and enhance the quality of life. The Morris Museum advances the understanding and enjoyment of the visual and performing arts, natural and physical sciences and humanities through exhibitions, performances and educational programs in a welcoming, inclusive and creative environment that responsibly uses all Museum resources.

The New Philharmonic of New Jersey Cedar Knolls, New Jersey

The mission of the New Philharmonic of New Jersey is to enhance the cultural life of our community by providing a complete range of fine musical programming; to educate the community in the uplifting benefits of our music; to educate our youth to the enjoyment of fine music and to provide performance opportunities for musicians.

Trustees of Morristown Green, Inc. Morristown, New Jersey

To increase the public appreciation of the rich history of the Green, particularly as the center of military activity during the American Revolution, by means of the installation of statuary, way signs and other educational materials on the Green, and the publication of a History of the Green.

Ocean County

Barnegat Bay Decoy & Baymen's Museum, Inc. Tuckerton, New Jersey

The mission of the Barnegat Bay Decoy and Baymen's Museum is to preserve, present and interpret the rich maritime history, heritage and environment of the New Jersey Shore and the unique contributions of its baymen.

Long Beach Island Foundation of the Arts and Sciences Loveladies, New Jersey

The Long Beach Island Foundation of the Arts and Sciences is devoted to the teaching, support and enhancement of the creative arts and physical sciences. Through its classes, exhibitions and other activities the Foundation provides broad educational and cultural programs for all ages.

Ocean County Historical Society Toms River, New Jersey

The mission of the Ocean County Historical Society is to preserve all aspects of the history of Ocean County and to educate its citizens about their history through publications, exhibitions, programs and classes.

Passaic County

American Labor Museum/Botto House National Landmark Heledon, New Jersey

The overall purpose of the American Labor Museum is to advance public understanding of the history of work, workers and the labor movement in the United States.

Salem County

Appel Farm Arts and Music Center Elmer, New Jersey

Appel Farm's mission is to provide people of all ages, cultures, and economic backgrounds with a supportive, cooperative environment in which to explore the fine and performing arts. This commitment is rooted in the belief that the arts are an exciting and essential part of the learning process, and that artistic talent is innate and waiting to be developed in every person.



The Parsons Dance Company "Kind of Blue" at McCarter Theatre.
Photo Credit, Lois Greenfield

Somerset County

Philharmonic Orchestra of New Jersey, Inc. Warren, New Jersey

The mission of the Philharmonic Orchestra of New Jersey, a professional symphony orchestra, is to perform concerts and to increase the appreciation of classical music through educational offerings.

Somerset Art Association Bedminster, New Jersey

Founded in 1970, the Somerset Art Association is dedicated to furthering the awareness of the visual arts through quality, educational programming accessible to all.

The Friends of the Jacobus Vanderveer House Warren, New Jersey

The mission of the Friends is to restore, develop and operate the Jacobus Vanderveer House property, significant in United States military history, as a nationally important historic site and an educational and community resource.

The Heritage Trail Association Bound Brook, New Jersey

The Heritage Trail Association is a not-for-profit organization that creatively celebrates and educates the public about New Jersey's role in our nation's history.

The Meadows Foundation Somerset, New Jersey

The mission of the Meadows Foundation is to give the past a future by preserving and restoring historic sites with an emphasis on early Dutch and American heritage. The Meadows Foundation meets this mission by, fully restoring Meadows Foundation historic sites, providing public educational and cultural programs, encouraging public appreciation for local heritage and vernacular architecture and supporting environmental concerns by preserving open space, farmland and historic sites.

Union County

Historical Society of Plainfield Plainfield, New Jersey

The purpose and mission of this organization is to foster an interest in history through educational programs and to maintain the Drake House Museum for the City of Plainfield, New Jersey.

New Jersey Center for Visual Arts Summit, New Jersey

The mission of the NJCVA is to facilitate and encourage the study, teaching, practice and enjoyment of Arts, especially the visual arts.

New Jersey Workshop for the Arts Westfield, New Jersey

The mission of New Jersey Workshop for the Arts is to enrich lives by providing opportunities to develop creative talents and encourage a greater appreciation of the arts through instruction and performance.

Reeves-Reed Arboretum Summit, New Jersey

The Reeves-Reed Arboretum is a suburban conservancy dedicated to environmental and horticultural education for children and adults and to the enjoyment of nature through the professional care and preservation of a former country estate.

The Community Players Westfield, New Jersey

The Players' objective is to stimulate an interest in drama by the presentation of plays and to provide a means of artistic expression for a group interested in learning the techniques of the theater and ensemble acting. The totally volunteer Board, actors, directors and stage crews carry out this mission by presenting plays of merit to the local community.

Westfield Symphony Orchestra Westfield, New Jersey

The mission of the Westfield Symphony Orchestra is to promote the world's legacy of symphonic and operatic music to Westfield, Union County, and New Jersey residents and involve them in this rich heritage through a diversity of professional musical experiences, including performance, education and mentoring.

Mid-Atlantic Center for the Arts





Lewis Black at
Count Basie Theatre



Mid-Atlantic Center for the Arts



Hubbard Street Dance Chicago performing
Passomezzo by Ohad Naharin at The State Theatre.
Photo by: Todd Rosenberg

Moliere's Don Juan at McCarter Theatre
Photo Credit: T. Charles Erickson

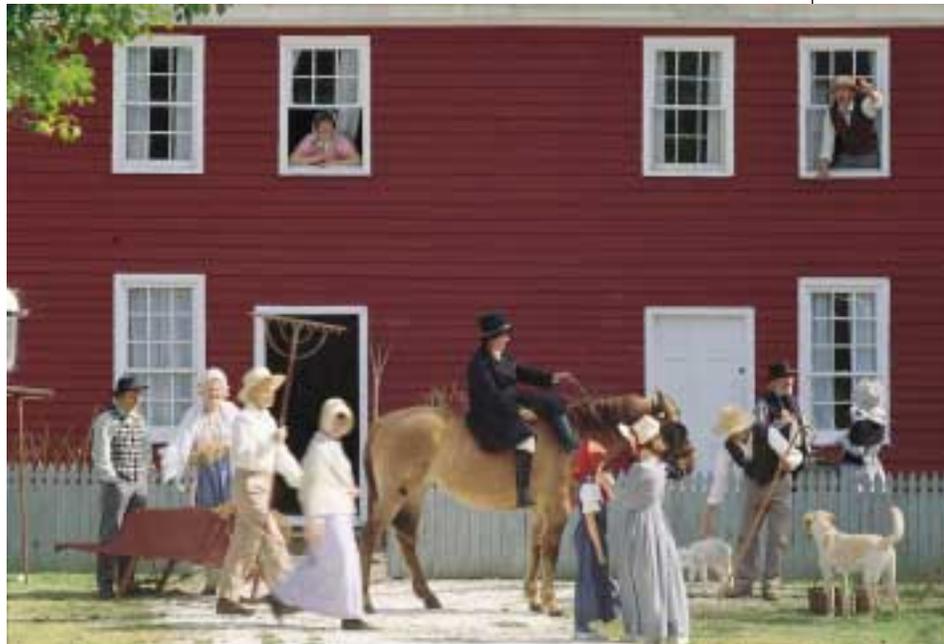
ROUND II CERTIFIED DONATIONS

The New Jersey Cultural Trust
 Certified Donations
 Approved December 12, 2002

Organization	Total \$'s Certified for State Match	Large Gifts	20% Large Gifts due to Organization
NJPAC	\$8,900,000	\$8,900,000	\$1,780,000
NJ Symphony	1,256,105	1,256,105	251,221
Newark Museum	565,000	500,000	100,000
McCarter	375,499	375,499	75,100
WBGO	430,000	370,000	74,000
State Theatre	250,000	250,000	50,000
Historic Cold Spring Village	100,000	100,000	20,000
Friends of Jacobus Vanderveer House	1,000		
	\$11,877,604	\$11,751,604	\$2,350,321



Mid-Atlantic Center for the Arts



Historic Cold Spring Village

SUMMARY CONTRIBUTIONS – FY03

The New Jersey Cultural Trust
 Summary Contributions - FY03
 As of June 30, 2003

The Cultural Trust Act calls for the State to provide \$10 million a year for ten years to be leveraged by other donations directly to the Trust Fund or the endowments of qualified organizations.

ACTUAL STATE CONTRIBUTIONS:

FY 01	\$ 3,020,000	
FY 02	10,000,000	
FY 03	10,000,000	
Total State:		\$ 23,020,000

CERTIFIED DONATIONS:

Directly to Fund:		
Dodge Foundation	1,000,000	
WJS Foundation	<u>20,000</u>	1,020,000
To Endowments of Qualified Organizations:		
Round I	25,596,105	
Round II	<u>11,877,604</u>	37,473,709

Total Certified Donations: 38,493,709

TOTAL TO DATE: \$ 61,513,709

Certified Donations to Date:	\$ 38,493,709
State Match to Date:	23,020,000
State Match Still Due to Fund:	\$ 15,473,709

Of the State match still due, \$3 million is owed to organizations for 20% Large Gift Match.

Note: Round III donations of \$2,992,494 have been received and are pending Board certification.



Historic Cold Spring Village



Peter Mott House - Underground Railroad



New Jersey Performing Arts Center

"SO, WHERE'S THE MONEY?"

THE NEW JERSEY STATE CULTURAL TRUST FUNDING > GOAL: \$200 MILLION

STATE DOLLARS- GOAL \$100 MILLION

STATE MATCH TO DATE:

'01- \$ 3,020,000
 '02- \$10,000,000
'03- \$10,000,000

TOTAL: \$23,020,000

PRIVATE DOLLARS- GOAL \$100 MILLION

CERTIFIED DONATIONS TO DATE:

TO ENDOWMENTS OF QUALIFIED ORGANIZATIONS:

ROUND I - \$25,596,105
 ROUND II - \$11,877,604
\$37,473,709

TO TRUST FUND: \$ 1,020,000
 TOTAL: \$38,493,709

SO...WHERE'S THE MONEY???

CULTURAL TRUST FUND:

STATE MATCH TO DATE:	\$23,020,000
TRANSFER TO ENDOWMENTS:	<u>-4,400,000</u>
	18,620,000
PRIVATE CONTRIBUTION:	<u>+1,020,000</u>
	\$19,640,000

(INTEREST EARNED: \$647,952 AS OF 6/30/03)

ENDOWMENTS OF QUALIFIED ORGANIZATIONS:

PRIVATE CONTRIBUTIONS:	\$37,473,709
TRANSFER FROM STATE MATCH	
FOR LARGE GIFTS:	<u>4,400,000</u>
TOTAL:	\$41,873,709



New Jersey Performing Arts Center



Center for Community Arts - "Blowfish"



Historic Cold Spring Village

SUMMARY OF ROUND I & II CERTIFIED DONATIONS

The New Jersey Cultural Trust
 Summary Round I and II as of June 2003
 Certified Donations to Endowments of Organizations and Large Gift Payments

Town	Recipient	Certified Round I	Certified Round II	Total Certified Donations to be Matched by State	Large Gifts Rec'd by Org Eligible for 20% Match	20% of Large Gift Due Organization	Combined FY 02 and 03 Distribution	Remaining Match Due for Large Gifts
	CULTURAL TRUST FUND			\$ 1,020,000				
HO-HO-KUS	FRIENDS OF THE HERMITAGE	\$ 54,915	\$ -	54,915	\$ -	\$ -	\$ -	\$ -
CAPE MAY	HISTORIC COLD SPRING VILLAGE	100,000	100,000	200,000	200,000	40,000	20,000	20,000
MILLVILLE	WHEATON VILLAGE, INC.	180,000	-	180,000	180,000	36,000	33,738	2,262
NEWARK	ALJIRA, A CENTER FOR CONTEMPORARY ART	200,000	-	200,000	200,000	40,000	37,159	2,841
NEWARK	NJ PERFORMING ARTS CENTER	10,675,000	8,900,000	19,575,000	19,575,000	3,915,000	1,836,228	2,078,772
NEWARK	NJ SYMPHONY ORCHESTRA	5,273,878	1,256,105	6,529,983	6,529,983	1,305,997	908,595	397,402
NEWARK	THE NEWARK MUSEUM	4,573,115	565,000	5,138,115	5,073,115	1,014,623	788,258	226,365
MONTCLAIR	NJ CHAMBER MUSIC SOCIETY	2,500	-	2,500	-	-		-
NEWARK	WBGO, NEWARK PUBLIC RADIO	-	430,000	430,000	370,000	74,000		74,000
JERSEY CITY	LIBERTY SCIENCE CENTER	300,000	-	300,000	300,000	60,000	54,373	5,627
CLINTON	HUNTERDON MUSEUM	395,091	-	395,091	395,091	79,018	70,690	8,328
PRINCETON	MORVEN FOUNDATION	500,000	-	500,000	500,000	100,000	88,691	11,309
PRINCETON	MCCARTER THEATRE	737,221	375,499	1,112,720	1,112,720	222,544	129,436	93,108
PRINCETON	THE AMERICAN BOYCHOIR	1,437,790	-	1,437,790	1,437,790	287,558	249,744	37,814
PRINCETON	PRINCETON PRO MUSICA	25,000	-	25,000	-	-		-
NEW BRUNSWICK	THE STATE THEATRE	-	250,000	250,000	250,000	50,000		50,000
FREEHOLD	MONMOUTH COUNTY HISTORICAL ASSOCIATION	7,000	-	7,000	-	-		-
MORRISTOWN	THE MORRIS MUSEUM	1,084,595	-	1,084,595	1,049,595	209,919	183,088	26,831
MADISON	NJ SHAKESPEARE FESTIVAL	50,000	-	50,000	-	-		-
WARREN	FRIENDS OF JACOBUS VANDERVEER HOUSE	-	1,000	1,000	-	-		-
	<i>ROUNDING</i>							(1)
	TOTAL	\$25,596,105	\$11,877,604	\$38,493,709	\$37,173,294	\$7,434,659	\$4,400,000	\$3,034,658
	STATE MATCH TO DATE			\$23,020,000		\$4,400,000		
	DUE FROM STATE-PENDING APPROPRIATION			\$15,473,709		\$3,034,658		

June 2003 to date:
 State owes \$15,473,709 to Fund to complete 1:1 match-pending appropriation.
 Cultural Trust owes \$3,034,658 to organizations with large gifts.



Historic Cold Spring Village

THE NEW JERSEY CULTURAL TRUST BOARD OF TRUSTEES-FY03

Judith W. Dawkins, Board Chair
Carol Cronheim, Vice Chair
Josh S. Weston, Vice Chair for Finance
Esther Silver-Parker – Secretary

Curtis J. Bashaw
Deborah R. Bozarth
Dorothea Benton Frank
J. Seward Johnson, Jr.
Judith Shaw

The Honorable Regena L. Thomas, Secretary of State
The Honorable John McCormac, State Treasurer
Sharon A. Harrington, Chair, New Jersey State Council on the Arts
Carol Greene, Chair, New Jersey Historic Trust
Joseph Weisberg, Chair New Jersey Historical Commission

STAFF-FY 2003

Barbara Fulton Moran, Executive Director
David A. Miller, Deputy Director
Nancy Alia, Executive Staff Associate
Dina Sollosi, Administrative Assistant



Left to Right - Josh Weston, Judith Dawkins, Barbara Fulton Moran, Marc Mappen,
Leonard Fisher, Judith Shaw, Barbara Mitnick, Dorothea Frank, Carol Cronheim



THE NEW JERSEY CULTURAL TRUST

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